

Key Account Master Class

STEP YOUR SALES UP TO A NEW LEVEL
SALES XCELLENCE

Key Account Master Class

Building Business Value
with
Key Account Management

7th & 8th November 2018 Park Inn, London Heathrow
14th & 15th November, Wellington Park Hotel, Belfast
21st & 22nd November, Hallmark Hotel, Manchester

Fee: £695

(Fee includes workbook, refreshments and lunch)

To Book Call +44 752 678 3121

Key Account Management

“ Account Management is the process of maximising the return on your investment in a customer by defining and actioning appropriate plans that will enable you to build on the present, to manage the future”

(Peter Cheverton)

Having identified an opportunity to grow your business financially and exponentially through developing and adding value to your key account customers. Specifically, you have discovered that if you can maintain your current customer retention levels and provide additional, value added services to this customer base, you will achieve some important objectives.

First, you will be able to increase revenue levels and subsequently bottom line profits by having existing customers introduce more product lines. Moreover, you will increase your competitiveness in the market place that they are the preferred supplier in their sector by gaining the competitive advantage.

Second, you will have the opportunity to gain a larger share of your key customers' wallet. This will also cement the relationship with the customer ensuring long-term retention of their business.

Third, assist and train the key account managers to measure the potential of the key accounts to yield growth in your organisation's profit.

To summarise, the development of a Key Account Management Programme will:

- Develop a relationship that provides stability and growth
- Add value to the customers business
- Capitalise on the opportunities a customer presents
- Optimise the profitability of the business in an account
- Create a competitive advantage



Blocks to achieving objectives:

- Low level of Face to Face meetings with Key Accounts
- Lack of "farming" of accounts to produce organic growth
- Failure to recognise and spot opportunities for adding value due to lack of commercial awareness
- Not identifying the evolving needs of the customers at an early stage
- Lack of questioning skills to uncover problem/pain areas within an account where you can provide a value added solution
- Poor negotiating skills
- Failing to identify key decision makers and decision-making process within a key account
- The inability to delegate tasks, leading to poor time management
- Failure to focus on growing the customers' business with **You**
- Skills gaps between account directors and account managers

Key Account Management Training Modules

Module 1 | The Role of the Key Account Manager

What do you wish to achieve?

Sales Myths and functional fantasies

Setting Workshop objectives – from a list of objectives

Your Sales Role Defined as a Farmer- what it means to be a Farmer

Defining the role and responsibilities of a key account manager

Differentiating account management from selling

Understanding common key account management pitfalls

Assessing your strengths, weaknesses and unique advantages as a supplier

Determining the criteria for major account status

Module 2 | Knowing your Account

Researching your customer's profile for accurate positioning

Assessing an account's volume of business and profit potential

Examining the organisation's structure and politics

Analysing the customer's short-term and long-term buying cycles

Using gap analysis to see where your customer wants to be / could be SWOT

Module 3 | Formulating Account Strategy

Creating an account plan, setting objectives and strategies for each account – focusing on the real needs

Developing competitive pricing strategies

Measuring account profitability

Using CRM strategies to add customer value and build stronger and more loyal relationships

Focusing on customer-driven measures

Module 4 | Managing the Account

Identifying key decision makers

Influencing and negotiating with multiple decision makers

Utilising ROI selling

Producing effective proposals

Setting specific goals and objectives for each meeting

Giving effective and skilful presentations and ensuring all meetings are productive

Module 5 | Adding Value to the Account

Networking and maintaining alliances across an organisation to maintain preferred supplier status

Creating value-added marketing programmes for major accounts

Looking for opportunity – identifying wider sales across the whole account

Module 6 | Developing Your Key Account Strategy

Setting Goals for your Key Accounts

Developing a plan for your Key Accounts

Business Plan Template



Key Account Management Booking Form

Venue London Belfast Manchester

First Name _____ Surname Name _____

Company Name _____

Address _____

City _____ Post Code _____

Telephone N^o. _____ Email _____

Delegate 1 Name _____

Delegate 2 Name _____

Delegate 3 Names _____

Invoice and joining instructions will be issued on receipt of booking form

Fee £695 - Fee is payable 10 prior to workshop

Please email booking form to colly@salesexcellence.co.uk

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WHO SHOULD ATTEND

This workshop is a MUST for

ALL Sales People who want to refine sales key account planning techniques, build key account skills and grow their key accounts.

AS WELL AS

Directors, VPs, Heads, and Senior Managers of Sales Management, Sales Operation Management, Business Development, Account Management, Marketing, Telesales, and Direct Marketing.

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